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Theatre

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Letter to Minor Rootes from Judy Story, Director of Publicity, USO Shows

Judy Story USO Shows

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17 April 1970

Mr. Minor R. Rootes
Gorham State College of the University of Maine
Gorham, Maine

Dear Mr. Rootes:

Congratulations on having been chosen to make a USO overseas tour to the Northeast area. I am sure the students will enjoy the tour as much as the men who are privileged to see their performances.

I am writing this letter to let you know that I will be handling the publicity for the show on behalf of USO. We will make pressbooks which we will send to all the commands where the show will be presented. In order to do this I will need publicity material on the group at least six weeks prior to the departure of the show. I am enclosing a complete list of all the information and pictures we will need.

It is very important that the publicity data reach my office on time as the books have to be printed and mailed and they must be overseas a month prior to your arrival.

Please do not confuse the publicity information with the other papers to be filled out. They are handled by someone else in our office.

Sincerely,

Judy Story
Director of Publicity,
USO Shows

JS:br
Encl.

COLLEGE SHOWS

PUBLICITY MATERIAL NEEDED FOR PRESSBOOKS

TO BE SENT TO: USO SHOWS
Attention: Judy Story
Publicity Director, USO Shows
237 East 52nd Street
New York, New York 10022

INSUFFICIENT PUBLICITY AND ADVANCE PROMOTION CAN SERIOUSLY
AFFECT ATTENDANCE AT OVERSEAS PERFORMANCES.

Advance show publicity is the responsibility of USO. In order to prepare pressbooks, utilized as promotional material overseas, it is imperative that USO receive the following information (6) six weeks in advance of departure date. They must arrive overseas 4 weeks before arrival of show.

PUBLICITY MATERIAL NEEDED

1. 2 dozen 8 x 10 glossy photos (make sure each picture is captioned and each person is identified.
2. FOR THE PRESSBOOKS:
 - a. A good 8 x 10 glossy picture for the pressbook cover.
 - b. A cast list - with each person's speciality.
 - c. A program
 - d. A synopsis of the play
 - e. Information on the college and the group as a whole.
 - f. Concise biographies of each performer - stating their hometown, schools, theatrical experience, show credits, fraternities, clubs, hobbies, et.
 - g. A separate list with names and hometowns of each person making the tour.

AGAIN IT MUST BE EMPHASIZED THAT THE ABOVE ITEMS MUST BE RECEIVED BY USO NO LATER THAN SIX (6) WEEKS BEFORE THE UNIT'S DEPARTURE, TO GIVE US TIME TO HAVE THEM PRINTED AND MAILED OVERSEAS.

UNITED SERVICE ORGANIZATIONS, INC.
237 East 52nd St. • New York, N.Y. 10022

Someone You Know
Needs USO

Mr. Minor R. Rootes
Gorham State College of the University of Maine
Gorham, Maine



2 more

margaret 4 tickets
Dally
Lori.